

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january

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january

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march

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february

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8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, FEBRUARY 25, 1955</u>			
Friday Feb. 25 9:30 A.M. Breakfast	PRESS PREVIEW OF CHILDREN'S FASHIONS Macy's will invite the press to preview Spring fashions for children. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Friday Feb. 25 12:00 Noon Luncheon	PREVIEW OF NEW SEWING MACHINE Introduction and demonstration of new Pfaff fully automatic sewing machine. By invitation only. Publicity: Rosalind Stevens, Roy Bernard Co., 14 E. 62nd St., TE. 8-2930.	PFAFF SEWING MACHINE (373 FIFTH AVENUE)	STORK CLUB 3 EAST 53RD STREET
Friday Feb. 25 6:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Feb. 25: Cesar Rubio. March 4: Herma G. March 11: Margaret Cody. March 18: William J. March 25: G. Howard Hodge. April 1: Aranka. Contact: "Beverly", TE. 8-8000. Pierre Fashion Dir: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Saturday Feb. 26 12:30 P.M. Luncheon	SPRING FASHIONS AT BENEFIT SHOW Luncheon for N.Y. League of Business and Professional Women. By invitation. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	SAKS 34TH STREET	HOTEL PIERRE BALLROOM

WEEK BEGINNING MONDAY, FEBRUARY 28, 1955

Monday Feb. 28 9:15 A.M. Breakfast	GRAND OPENING FOR THE PRESS Russeks' preview of redesigned and redecorated main floor, featuring a new boutique with imported and domestic accessories, new millinery salon. By invitation. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	MAIN FLOOR
Tuesday March 1 9:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Oldric Royce will present a press preview of his custom-order collection. By invitation only. Publicity: Mona James, 20 W. 43 St., CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET
Tuesday March 1 11:00 A.M.	PRESS PREVIEW: FASHIONS BY HOWARD GREER Jay Thorpe will present Spring and Summer fashions by Howard Greer. By invitation. (Customer showing at 2:30 P.M.) Publ: Jane Negbaur, JU. 6-1000.	JAY THORPE	4TH FLOOR
Tuesday March 1 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Pauline Trigere will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	TRIGERE, INC. (550 SEVENTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 1 4:00 P.M.- 6:00 P.M. Cocktails	INTRODUCTION OF IRISH LINEN QUEEN The Irish Linen Guild will introduce the 1955 Irish Linen Queen, Miss Barbara Cook, who is in the Broadway musical "Plain and Fancy". Display of Irish linen table settings and decorating and household linens. Fashion show and Fashion Academy Contest Award at 5:15 P.M. By invitation only. (Sixth Annual National Irish Linen Week will be March 14 to 19.) Publi- city: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.	IRISH LINEN GUILD	HOTEL PIERRE ROOF
Tuesday March 1 7:00 P.M.- 10:00 P.M.	DISCUSSION OF FRENCH AND ITALIAN FASHIONS Miss Kay Silver, Fashion Editor of "Mademoiselle", will give a resume on the French and Italian collections. Open only to members of Society of American Fashion Designers. Contact: Frances Duehren, LA. 4-7950.	SOCIETY OF AMERICAN FASHION DESIGNERS	FASH. INST. OF TECH. 225 WEST 24TH STREET
Tuesday March 1- March 2	46TH SEMI-ANNUAL LEATHER SHOWING Exhibit hours: Tuesday, March 1, from 9:00 A.M. to 7:00 P.M.; Wednesday March 2, from 9:00 A.M. to 3:00 P.M. Contact: Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA BALLROOM
Wednesday March 2 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Showing of Else Fritz's Spring fashions during luncheon. Press by invita- tion. Public by reservation; contact: "Beverly", TE. 8-8000. Else Fritz Contact: EL. 5-5038. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PK. SO.)	HOTEL PIERRE COTILLION ROOM
Wednesday March 2 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW Harry Frechtel's Spring coats and suits, available at Lord & Taylor, will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HARRY FRECHTEL	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 2 2:30 P.M.	FALL & WINTER SHOE CONFERENCE "Exploring Footwear Futures"--the National Shoe Retailers Ass'n Style Con- ference, showing how developments in apparel, leather and other fields have an influence on future styling of footwear. Speakers: Frederick Rahr, color and research specialist; Al Bogetz, Newton Elkin Shoe Co.; Estelle Hamburger, fashion merchandising consultant. By invitation only. Contact: Mr. L. E. Langston, MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N (274 MADISON)	HOTEL PLAZA TERRACE ROOM
March 2	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 3).		
Wednesday March 2 9:00 P.M. Supper- Show	SPECIAL TRIBUTE TO MICHELE MURPHY "Inspiration Gala"--the fashion and home furnishings industries will pay tribute to Michele Murphy, late director of the Industrial Design Division of the Brooklyn Museum. Price: \$100.00 per couple. For benefit of the Industrial Design Division. (Checks payable to Walter N. Rothschild, Treasurer). Contact: Julia Raymond, UL. 7-8900.	THE BROOKLYN MUSEUM	EASTERN PARKWAY SCULPTURE COURT

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>PRESS PREVIEWS: SPRING CUSTOM-ORDER AND ORIGINALS</u> <u>FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED</u>			
Wednesday March 2	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF, PL. 3-7300
Thursday March 3	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: CAROLYN HAIGHT, PL. 3-4000
Tuesday March 8	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. (Bendel Originals and French Imports)	PUBL: FRANCES ANDERSON, CI. 7-1100
Thursday March 10	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH, PL. 5-2600
Friday March 11	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD, EL. 5-6800
Wednesday March 16	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. (Note Change of Date).	PUBL: RASPONI ASSOC., TE. 8-8171

Thursday March 3 9:00 A.M. Breakfast	PRESS PREVIEW OF "GREY ROOM" FASHIONS Ohrbach's will preview their Spring collection of "Grey Room" coats and suits. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S 4TH FLOOR BRIDAL SHOP
Thursday March 3 1:00 P.M. Luncheon	SPRING DRESSES DURING LUNCHEON William Fox will present Spring dresses, available at The Tailored Woman. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	WILLIAM FOX, INC. (530 SEVENTH AVE.) HOTEL PLAZA TERRACE ROOM
March 3	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Above).	
Friday March 4 9:30 A.M. Breakfast	PREVIEW OF SPRING FASHIONS FOR TALL GIRLS Macy's will invite the press to preview their Spring fashions for tall girls. By invitation only. Publicity: Barbara Gray, CH. 4-2000.	MACY'S NEW YORK 13TH FLOOR EXEC. DINING ROOM
Friday March 4 11:00 A.M.	PREVIEW: CUSTOM- ORDER COLLECTION Knize will present their custom-order collection for Spring and Summer. By invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.	KNIZE, INC. 24 EAST 56TH STREET SALON
Friday March 4- March 13	1955 NEW SPORTS AND VACATION SHOW Major manufacturers will display sports equipment. Also, advice on planning and budgeting vacations. Admission: \$1.50. Publicity: Oristano Associates, 551 Fifth Ave., MU. 7-6844.	NEW YORK EXPOSITIONS, INC. KINGSBRIDGE ARMORY JEROME AVE. - 195 ST.
Monday March 7 11:30 A.M.; 3:00 P.M.	PRESS PREVIEW OF MURIEL KING FASHIONS Press showings of Muriel King Spring collection and Stein & Blaine furs. By invitation only. Contact: PL. 3-7700.	STEIN & BLAINE, INC. 13 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 7 3:00 P.M.	PREVIEW OF CUSTOM- ORDER COLLECTION Carrie Munn will invite the press to preview her Spring and Summer custom- order collection. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	CARRIE MUNN	640 MADISON AVENUE SALON
Monday March 7- March 9	NATIONAL PRESS WEEK IN DALLAS Newspaper fashion editors and syndicate writers will be invited to attend press showings of Dallas Summer fashions by: Brogan & Jennings, Ike Clark Sportswear, Julie Clark Juniors, Clock-Wise Fashions, Deaton of Dallas, Donovan Mfg. Co., Facho Cap Co., R. Fair Co., Gall Novelty Co., Green Bros., Higginbotham-Bailey Co., L & L Mfg. Co., Johnston Originals, Kohen-Ligon-Folz, Leighton Mfg. Co., Lorch Mfg. Co., Miller-Cupaioli, Justin McCarty, Nardis Sportswear, Vanette Hosiery Mills, Westway Sports- wear, Clifton Wilhite Co., Marcy Lee Mfg. Co. Contact: Mrs. Clyda Johnson, Dallas Fashion Center, 1101 Commerce Street, Dallas.	DALLAS FASHION CENTER	DALLAS, TEXAS
Monday March 7- March 13	ELEVENTH ANNUAL ANTIQUES SHOW Showing of Theatrical Memorabilia--a collection of old programs, pictures, and posters from 1870. Also, exhibits of eye glasses, dolls, toys. Admission: \$1.25 plus tax. Publ.: Larry Gore Assoc., EL. 5-4107.	LEADER ENTERPRISES INC. (97 DUANE ST.)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
Monday March 7- March 16	FIFTY-SECOND ANNUAL AMERICAN TOY FAIR About 1300 exhibitors will show at the 1955 Toy Fair, with temporary exhibits in Hotels McAlpin and New Yorker. In addition, there will be permanent showroom exhibits at 200 Fifth Avenue and 1107 Broadway. Publicity: Manning Public Relations, 33 W. 55th St., JU. 2-4633.	TOY MANUFACTURERS OF THE U.S.A.	HOTELS McALPIN & NEW YORKER
Tuesday March 8 10:00 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS Martin's will present junior and misses Spring coats, suits and dresses. By invitation only. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR
March 8	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 3).		
Tuesday March 8 12:30 P.M. Luncheon	PREVIEW: FALL SWEATERS FOR MEN AND WOMEN Jantzen will present predictions and projections of Fall 1955 separates and sweaters for men and women. By invitation only. Jantzen contact: Meryle Allen, OX. 7-0811. Publicity: Karin Johnson at Botsford, Constantine & Gardner, 261 Madison Ave., OX. 7-2797.	JANTZEN, INC.	HOTEL PIERRE ROOF
Tuesday March 8 2:30 P.M.	SHOWING OF FASHIONS BY AMERICAN DESIGNERS Jay Thorpe will present Spring fashions by American designers. Open to public. Publicity: Jane Negbaur, JU. 6-1000.	JAY THORPE	4TH FLOOR
Tuesday March 8 3:30 P.M. Cocktails	SPECIAL PREVIEW OF NEW CAMERA Graflex will introduce a new 35 mm. camera for the amateur and pro- fessional market. By invitation only. Contact: Jack Bernstein at Harshe-Rotman, 40 E. 49th St., PL. 9-2690.	GRAFLEX, INC.	TOOTS SHOR 51 WEST 51ST STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday March 8 5:00 P.M.- 7:00 P.M. Cocktails	PARTY TO HONOR FRENCH MANUFACTURER The Commercial Counselor to the French Embassy will give a cocktail party in honor of Mr. Michel Daum, president of Daum (crystal manufacturer) of Nancy, France. By invitation only. Contact: Roland d'Albis, CO. 5-5676.	FRENCH EXPOSITIONS IN THE U.S., INC.	610 FIFTH AVENUE ROOM 414
Wednesday March 9 9:30 A.M. Breakfast	PREVIEW OF ADVANCE SUMMER MILLINERY Reggi of Wilshire will present her "After Easter" millinery. By invitation only to press and buyers. Publicity: Maud G. Moody, LE. 2-5562.	REGGI OF WILSHIRE (65 WEST 39TH ST.)	1407 CLUB 1407 BROADWAY
Wednesday March 9 12:30 P.M. Luncheon	FASHIONS BY IRENE OF CALIFORNIA Gunther Jaeckel will present Spring fashions by Irene of California at luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Gunther Jaeckel Publ.: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 9 12:30 P.M. Luncheon	SPRING "GREEN ROOM" FASHION SHOW Bloomingdale's ready-to-wear Spring fashion show will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
Thursday March 10 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS Preview of Spring fashions by leading designers, in addition to Best's own exclusive fashions. By invitation only. Publ.: Gay Stearns, PL. 9-2000.	BEST & CO.	13TH FLOOR RECREATION ROOM
Thursday March 10 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Bergdorf Goodman will present their imports at a special preview for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday March 10 1:00 P.M. Luncheon	SPRING & SUMMER SHOE FASHIONS DURING LUNCHEON J. & J. Slater's Spring and Summer shoe fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	J. & J. SLATER	HOTEL PLAZA PERSIAN ROOM
March 10	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 3).		
Friday March 11 9:00 A.M.; 12:00 Noon	TWO SHOWINGS OF IMPORT FASHIONS The Fashion Group's semi-annual Import Fashion Show at <u>9:00 A.M. (Breakfast)</u> and <u>12:00 Noon (Luncheon)</u> . Speaker & Commentator: Jessica Daves, Editor-in-Chief of Vogue. Co-Chmn. of Ready-To-Wear Division: Alice Burrows and Adelia Ellis. Prices: Breakfast--\$5.50 (members), \$8.00 (guests); Luncheon--\$7.50 (members), \$10.00 (guests). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
March 11	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 3).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 14 10:00 A.M.	PRESS PREVIEW OF IMPORTS AND COPIES Gimbels' press showing of Spring imports and copies, and Boutique originals. By invitation only. (Showing will be repeated at Hotel Plaza, Monday, March 21, 1:00 P.M. luncheon). <u>Customer showings</u> : Mon., March 21 at 5:30 P.M.; Tues., March 22 & Wed., March 23 at 2:00 P.M.--on Gimbels 3rd floor. Publicity: Ellen Eskin, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Monday March 14 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Presentation of Clare Schaffel's Spring custom-order fashions and Margaret Cody's millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	CLARE SCHAFFEL; MARGARET CODY	HOTEL PLAZA PERSIAN ROOM
Monday March 14 2:30 P.M.	IMPORTS & COPIES AT SHOWING FOR CUSTOMERS Presentation of Russeks' imports and copies. Open to public. (Date of press preview will be announced). Publ: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Week of March 14	SIXTH ANNUAL NATIONAL IRISH LINEN WEEK (March 14-March 19). Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.		
Tuesday March 15 9:30 A.M. Coffee	PRESS PREVIEW OF IMPORT COLLECTION Macy's will preview their import collection and Macy counterparts. By invitation only. (Customer showings, by ticket only, Monday, March 21 and Tuesday, March 22 at 2:00 P.M. in Macy's Little Shop, 2nd floor.) Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday March 15 4:00 P.M.- 5:00 P.M.	FALL FABRIC FASHION FORUM AND DISPLAY Annual Fall Fabric Forum for children's wear and accessories manufacturers by Parents' Magazine. Analysis of children's fashion trends by Mrs. Beryl Tucker, Fashion Editor, illustrated by an advance fashion presentation of new silhouettes, new colors and new textures. By invitation only. Publicity: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL BILTMORE FOUNTAIN COURT
Beginning Tuesday March 15	SIXTH ANNUAL LACE FESTIVAL Theme: "Fashion Loves Little Laces"--International Lace Festival. Publ: Gladys Steiner at Lester Harrison, 341 Madison Ave., MU. 9-1630.	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
Wednesday March 16 11:00 A.M.	BERNARD NEWMAN SPRING ORIGINALS Bergdorf Goodman will preview Bernard Newman's collection of ready-to-wear originals. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Wednesday March 16 12:30 P.M. Luncheon	FASHIONS FOR TALL GIRLS AT LUNCHEON SHOW Peg Newton will present Spring fashions for tall girls during luncheon. Press by invitation only. Public by reservation; contact: "Beverly", TE. 8-8000. Peg Newton Publicity: Donna Cannon, MU. 7-5447. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	PEG NEWTON	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 16 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Rosette Pennington will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON	WALDORF-ASTORIA EMPIRE ROOM
March 16	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 3).		
March 17	ST. PATRICK'S DAY (Thursday).		
Thursday March 17 9:30 A.M.	PRESS PREVIEW: IMPORTS AND ADAPTATIONS Ohrbach's will preview Paris and Italian originals and copies. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR
Thursday March 17 1:00 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Luncheon showing of Spring fashions by Martini Designed, available at The Tailored Woman. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Martini Publicity: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MARTINI DESIGNED	HOTEL PLAZA PERSIAN ROOM
March 21	FIRST DAY OF SPRING (Monday).		
Monday March 21 1:00 P.M. Luncheon	SHOWING OF IMPORT ORIGINALS & COPIES International imports with Gimbels' adaptations. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. (<u>Press preview Mon., March 14 at 10:00 A.M.--See Page 6.</u>) Gimbels Publicity: Ellen Eskin, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE & PERSIAN
Monday March 21- March 24	INTERNATIONAL BEAUTY SHOW FOR 1955 Thirty-fifth annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling. Contact: Joseph Byrne, MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW (19 W. 44TH)	HOTEL STATLER
Tuesday March 22 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Arnold Constable will present Spring dresses during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 23 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Adele Simpson will present Spring fashions, available at B. Altman & Co. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ADELE SIMPSON	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 23 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Sada Sachs will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	SADA SACHS, INC.	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 24 10:00 A.M.- 2:30 P.M.	SIXTH ANNUAL FRAGRANCE CONVENTION The Fragrance Foundation will hold its Sixth Annual Convention with business meeting at 10:00 and report at 10:30. Luncheon: 12:30 P.M.; tickets--\$10.00. (Speakers to be announced.) Contact: EL. 5-3168.	THE FRAGRANCE FOUNDATION (1 E. 53)	HOTEL AMBASSADOR TRIANON; BALLROOM
Thursday March 24 1:00 P.M. Luncheon	WOMEN'S FASHIONS BY TAYLOR IMPORTING CO. Jay Thorpe will present Spring fashions for women by Taylor Importing Co. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publicity: Jane Negbaur, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL PLAZA TERRACE ROOM
Thursday March 24 3:00 P.M. And 5:00 P.M.	IMPORTS IN CORDUROY VELVETEEN & VELVET Crompton-Richmond will present couture fashions from Italy, Paris and London--all made of Crompton corduroy, velveteen and velvet. By invita- tion only. Publicity: Rosalind Allen at Crompton, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Monday March 28 1:00 P.M. Luncheon	SOPHIE ORIGINALS AT LUNCHEON SHOW Presentation of Spring ready-to-wear Sophie Originals, designed by Sophie in collaboration with Stephen Erklin, in Hotel Ambassador's series of monthly fashion shows. Press by invitation. Public by reservation; contact: Banquet Department, PL. 5-1000. Sophie Publicity: Grace de Mun, RE. 7-4206. Produced by Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL AMBASSADOR BALLROOM
Tuesday March 29 12:30 P.M. Luncheon	BENEFIT SHOWING OF SPRING FASHIONS Fashion show by Altman's, in cooperation with "Holiday Magazine", for benefit of East Side Settlement House. By invitation only. Altman Publicity: Eleanor Horton, MU. 9-7000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday March 30 12:30 P.M. Luncheon	BOUTIQUE FASHIONS DURING LUNCHEON Zita will present her Spring and Summer boutique fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Zita Contact: Ellen Schair, RE. 4-0101. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ZITA, INC. (755 MADISON AVE.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 30 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Spring and Summer fur fashions by Aronowicz will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ARONOWICZ FURS (19 WEST 57TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday April 6 12:30 P.M. Luncheon	SPRING & SUMMER FASHIONS AT LUNCHEON Mme. Aranka Gyorky will present Spring and early Summer fashions at luncheon. Press by invitation. Public by reservation; contact: EL. 5-3000. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.	MME. ARANKA GYORKY (15 EAST 54TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
April 7 April 10	PASSOVER -- First Day (Thursday). EASTER SUNDAY.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 12 2:00 P.M.- 5:00 P.M.	PREVIEW: TEXTILES & JEWELRY FROM INDIA Organized under the Museum's International Program for cultural exchange among nations, "Textiles and Jewelry from India" will feature historical textiles of several centuries, as well as outstanding modern fabrics chosen for brilliance of coloring, perfection of craftsmanship and modern design. Many of the fabrics will be draped, accompanied by jewelry and other accessories. Open to public April 13 to June 5. Publicity: Elizabeth Shaw, CI. 5-8900.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET FIRST FLOOR
Wednesday April 13 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Friday April 15 9:00 P.M. Dinner- Dance	FOURTH ANNUAL "APRIL IN PARIS" BALL Fourth annual "April in Paris" Ball, a gala dinner-dance for benefit of the American French Foundation, with fashions by French couturiers. Reservations--\$75.00; contact: Miss Liselle Nigot, "April in Paris" Ball, 301 Park Avenue, EL. 5-7565.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
Monday April 18- April 24	INTERNATIONAL FOOD SHOW -- 1955 Exposition of food delicacies and beverages from all over the world, with extensive exhibits by U.S. manufacturers of "nationality" type foods. Special features -- model gas and electric kitchens, with daily programs showing preparation of special foods; International Beer Garden; Japanese cherry blossom garden; India's Taj Mahal. (April 18--10:00-7:00, April 19-April 22--11:00-1:00, trade only, by invitation.) Public showings: April 19-April 23--2:00-10:00; April 23--11:00-10:00; April 24--2:00-10:00. Admission: \$1.00. Contact: P. Gordon Saville, 7 Park Avenue, MU. 6-7431.	IMPORTED FOOD PROMOTIONS, INC.	KINGSBRIDGE ARMORY JEROME AVE. - 195 ST.
Tuesday April 19 12:30 P.M. Luncheon	ANNUAL FASHION SHOW AT BENEFIT LUNCHEON "The Schiaparelli Salute Luncheon"--sponsored by Elsa Schiaparelli, featuring Spring and Summer fashions from her collections. For benefit of National Jewish Hospital at Denver, a free non-sectarian tuberculosis medical center. By reservation with sale of \$25.00 contributions book. Schiaparelli Publicity: Saul Krieg Assoc., PL. 3-1543. Hospital Public Relations: Eli Jaffe, 19 W. 44th St., VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA GRAND BALLROOM
Wednesday April 20 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fashion Group will have their fabrics luncheon meeting. Co-chairmen: Margaret Ingersoll and Vesta Shaffer. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON ASTOR GRAND BALLROOM
Monday May 9 May 14	ANNUAL NATIONAL COTTON WEEK Theme: "Now Is The Time To Pick Cotton"--25th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, WO. 4-2521.	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Monday
Feb. 28 SEVENTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Mon., Feb. 28: Gluck's ORFEO ED EURIDICE. Tues., March 1: Verdi's OTELLO.
Wed., March 2: Richard Strauss' ARABELLA. Thurs., March 3: Wagner's
TRISTAN UND ISOLDE. Fri., March 4: Rossini's IL BARBIERE DI SIVIGLIA.
Sat., Mat., March 5: Verdi's DON CARLO. Sat., Eve., March 5: Verdi's
OTELLO. Publicity: Francis Robinson, PE. 6-1200.

Monday
Feb. 28 OPENING: "THREE BY THURBER" THEATER DE LYS, 121 CHRISTOPHER STREET
St. John Terrell will present the adaptation of James Thurber's "Mr. &
Mrs. Monroe" stories by Paul Ellwood, with Edward Andrews and Roberta
Jonay. Director: Bertram Yarborough. Sets, lighting and costumes:
Kim Swadows. Publicity: Max Eisen, OX. 5-1864.

Tuesday
March 1-
April 12 OPENING: "THE MASTER BUILDER" PHOENIX THEATRE, 12TH ST. & 2ND AVENUE
T. Edward Hambleton and Norris Houghton will present Max Faber's adapta-
tion of a play by Henrik Ibsen with Margaret Barker, Oscar Homolka, Joan
Tetzel. Director: Oscar Homolka. Production designed by Boris Aronson.
Costumes: Alvin Colt. Lighting: Lester Polakov. Publicity: Ben
Kornsweig, OR. 4-7160.

Tuesday
March 1 THIRD WEEK: N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Tues., March 1: CONCERTO BAROCO, PAS DE TROIS, ILLUMINATIONS, LA VALSE.
Wed., March 2: SWAN LAKE, IVESIANA, AFTERNOON OF A FAUN, WESTERN SYMPHONY.
Thurs., March 3: CAKEWALK, ILLUMINATIONS, AFTERNOON OF A FAUN, ROMA.
Fri., March 4: THE DUEL, SCOTCH SYMPHONY, PAS DE TROIS, PIED PIPER.
Sat. Mat., March 5: SERENADE, FIREBIRD, PAS DE TROIS, CAKEWALK.
Sat. Eve., March 5: FOUR TEMPERAMENTS, LA VALSE, SYLVIA PAS DE DEUX,
BOURREE FANTASQUE. Sun. Mat., March 6: THE DUEL, SWAN LAKE, SYLVIA,
PAS DE DEUX, WESTERN SYMPHONY. Sat. Eve., March 6: CON AMORE, IVESIANA,
PAS DE TROIS, BOURREE FANTASQUE. Tickets: \$1.50-\$3.60. Publicity:
Phillip Bloom, CH. 4-5185.

Wednesday
March 2 OPENING: "BUS STOP" MUSIC BOX, 239 WEST 45TH STREET
Robert Whitehead and Roger L. Stevens will present William Inge's new
play with Kim Stanley, Anthony Ross, Elaine Stritch, Albert Salmi.
Director: Harold Clurman. Settings: Boris Aronson. Costumes and light-
ing: Paul Morrison. Publicity: Barry Hyams, CO. 5-4784.

Wednesday
March 9
8:30 P.M. PREMIERE: "EAST OF EDEN" (Movie) ASTOR THEATRE, B'WAY & 45TH STREET
Warner Brothers CinemaScope-WarnerColor production of John Steinbeck's
novel starring Julie Harris, James Dean, Raymond Massey. Produced and
directed by Elia Kazan. Costumes: Anna Hill Johnstone. Premiere tickets
(benefit of Actors' Studio): \$50.00 each; contact: Betty Ann Besch,
PL. 7-4785. Warner Publicity: Eve Siegel, CI. 6-1000.

Wednesday
March 30-
May 8 OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
Premiere opening at 8:30 P.M. of the Ringling Bros. Barnum & Bailey
Circus for the benefit of the N.Y. Arthritis and Rheumatism Foundation.
Publicity: Edward Knoblauch, CO. 5-7035.

Thursday
March 31 OPENING: "3 FOR TONIGHT" PLYMOUTH THEATRE, 236 WEST 45TH STREET
A Paul Gregory-Charles Laughton Production starring Marge and Gower
Champion, Harry Belafonte, choral group of Walter Schumann with Hiram
Sherman, Betty Benson. Staged and directed by Gower Champion. Lyrics:
Robert Wells. Music: Walter Schumann. Publicity: Karl Bernstein,
CI. 6-0427.